

**Request for Proposals Q&A**  
**Michigan Economic Development Corporation**  
**MEDC FY2026-2029 Trade Show Services**  
**RFP-CASE-437084**

Questions	Answers
<p>Trade show games are increasingly leveraged as a strategic marketing tool to boost booth engagement, facilitate ice-breaking, drive lead generation, encourage social media participation, and create memorable brand experiences:</p> <ul style="list-style-type: none"> <li>• Does the MEDC anticipate including “trade show games” at any of their events?</li> <li>• Will experience in designing and executing “<i>unique</i>-one of a kind” and “<i>non-chance</i> (fun but skill-based) trade show games be considered a valuable factor in assigning weight under a Bidder’s “Prior Experience” category?</li> </ul>	<p>The MEDC is interested in unique solutions for activations as needed. A portfolio of past events and specific examples will be reviewed.</p>
<p>How far in advance are event commitments typically made, and is there a preliminary or current event calendar available—including locations, industry focus, and estimated booth sizes?</p>	<p>Booth commitments are made at least six (6) months in advance. New or special events may change this timeline.</p> <p>Please refer to the industries focused within the RFP.</p> <p>Size and a full list of events will be provided as part of the discussion with the selected vendor prior to finalizing the contract</p>
<p>Approximately how many events utilize pop-up booths versus custom fabrication builds?</p>	<p>All events falling under the scope of this RFP include a hybrid solution of both build styles.</p>
<p>Will existing booth structures or assets be available for reuse in future events, or should vendors plan to budget for new design and fabrication on a per-show basis?</p>	<p>In some limited circumstances the existing structure may be available for re-use, however, a new design / render will be required per show.</p>

Will the selected vendor be expected to provide full onsite support (setup, teardown, supervision) for all events, or will responsibilities vary based on event size or scope?	Yes, the selected vendor will be expected to provide full onsite support (setup, teardown, supervision) for all events.
Is there an anticipated budget range or guidance MEDC can share for trade show strategy, design, execution, and ongoing management?	The Budget for trade show strategy, design, execution, and ongoing management will vary depending on the show. Typically, it is 15% of the display build cost.
Does MEDC currently use a CRM or lead capture system to track trade show engagements and business development outcomes?	Yes
Will the selected vendor have access to MEDC's strategic marketing or industry growth plans to ensure alignment with messaging and sector-specific priorities?	Yes
Beyond exhibit services, will the selected vendor be considered to support other promotional deliverables such as social media content, email campaigns, or branded giveaways?	No
Are you able to provide a tentative 2025/2026 Tradeshow schedule: PCMA, IPW, ASAE, Connect, IMEX, IAEE etc.?	Not at this time. This list will be provided upon acceptance of the new contract awarded from this RFP. 10 shows are expected within 2025/26
When will you be able to provide Booth sizes for each show?	Once the contract is accepted.
Will each show have a target budget for Full Activation? If so, how far in advance will that be shared?	The full show budget will be shared with the selected vendor shortly after the beginning of the next fiscal year or when MEDC budget funds for 2025-2026 are allocated.
Who will be represented at each show?	MEDC focus industries, please review the current RFP.
Will we be working with separate team leads for Biz Dev, Travel & Tourism, Mobility, Defense?	One point of contact.

Are there any international shows you are targeting?	No
Where are current marketing assets being stored?	SEG Graphics, Vburst style back drops. One custom built display booth.
How much Space will we need to allocate to store those items?	The current storage needs are roughly 6 pallets.
Is there a catalogue and photos of those assets?	Yes
Is a MEDC Brand Book or Brand Guidelines available to use as we develop our Bid?	No
What is the <b>size</b> of the expected show exhibits/pavilions per show?	This varies from show to show. The smallest being 10x20 to the Largest 40x40
Is the contractor expected to <b>purchase the floor space</b> for each trade show?	No
What is the <b>location</b> of the expected show exhibit/pavilion by state or country, or by continent?	The continental United States
What is the <b>Price Proposal format</b> that the MEDC will want bidders to conform to?	N/A
What are the <b>Trade Show assets</b> expected to be stored, inventoried, and transported?	SEG Graphics, Vburst style back drops. One custom built display booth.